

NGNGV

External Outreach





Program Strategy for Success

- Commercial success will require
 - an economically attractive vehicle,
 - a broad customer base and
 - a stable fueling and maintenance infrastructure
- Chassis and engine OEMs will want evidence of a market for these vehicles before they invest and support the program
- The vehicles must be built with industry participation and industry support
- Customers must be included in the development process from the very beginning



External Outreach

- Why do we need outreach?
 - Build customer interest and support for vehicle development
 - Understand and identify customer needs for heavy-duty NGVs
 - Select the most commercially viable heavy vehicle applications based on stakeholder and customer feedback
 - Gain customer partnership in vehicle development
 - Encourage incorporation of the vehicles into plans for attaining air quality objectives



External Outreach

- Pursue Management Level Meetings to Gain Support and Participation of
 - Customers and Fleet Operators
 - UPS, USPS, FedEx, Waste Management
 - Others?
 - OEMs
 - PACCAR, Mack, Freightliner, Freightliner Custom Chassis, Volvo, NGV Ecotrans
 - Others?
- Identify the best “first tier markets” to introduce the new vehicles



External Outreach

- Approach
 - Identify key contacts at Fleets and OEMs consistent with industry recommendations
 - Pursue one-on-one meetings to explain program and obtain input and feedback
 - Work with Fleets and OEMs to determine best first tier markets
 - Maintain dialogue throughout programs
 - Build vehicle development subteams around interested and committed customers and OEMs